

## LEADING THE PROFESSIONAL SERVICE FIRM

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### Accredited by The Chartered Management Institute (CMI)

This interactive and case based learning programme will offer professionals the opportunity to develop key strategic leadership and management skills so as to manage and lead their professional firms effectively.

Management consultants, accountants, lawyers, actuaries, engineers, architects, surveyors, physicians, financial services professionals, recruiters and others who are involved in any professional practice, face the same pressures. While practicing their profession, partners, directors and managers need to find the time to lead and manage their business and people. In the current complex and dynamic economic climate, everyday pressures intensify further, and the temptation will often be to focus on client facing work rather than on the more challenging aspects of leadership and management.

Long-term, however, correct leadership will be the key to survival, and thus, the leaders of such firms must be able to lead and manage their firms like any other business. They must acquire the skills that will enable them to set and implement their firm's strategy, understand the importance of performance management and create a culture that will secure a dedicated, motivated workforce.

**A CMI Accredited Programme** – the programme has met the **rigorous quality standards** of the **Chartered Management Institute** and has achieved **the CMI Accreditation**.

**The Chartered Management Institute (CMI)** is the only chartered body that awards management and leadership qualifications, and the only body that awards Chartered Manager, the hallmark of any professional manager. Over 100,000 Professional Managers trust CMI as the leading authority on management and leadership across the world.

#### Participants will receive a 12 months' membership and a CMI Award of completion

Participants can attain immediate benefit from their CMI membership and pursue the Chartered Manager status, the highest achievement in the management profession. Thousands of managers are already working towards Chartered status, as proof of their ability to lead people and manage change. Membership is designed to work for the individual and their organization and is included in the programme fee.

Members receive over £1000 worth of added value, including industry leading publications, access to Management Direct with a complete record of learning and CPD, networking opportunities at the CMI many events, mentoring, a vibrant online community, webinars and the professional recognition gained with membership of the professional body for managers and leaders, that demonstrates your skills to the world.

## Practical and Hands-on Training Approach

The programme comprises of four interactive and practical workshops where the emphasis is on turning **theory into practice** and equipping participants with leadership and management tools they can use immediately. Participants will have the opportunity to consider real everyday work challenges.

As such prior to the commencement participants will be asked to complete an online leadership assessment and a strategic management questionnaire relating to their own firms. The results will be discussed on a **one to one basis** on the first two days of the programme, making this very personal input of utmost important.

The programme is spread over a three week period allowing time for individuals to consider what they are learning, practice some of the techniques and have the opportunity to attain specific input from the training team.

Participants will be able to prepare their own action plans for when they return to the workplace, thus, transferring their newly acquire knowhow, skills and techniques to their working environments.

## Learning Objectives

Through the practical mode of training, the programme will offer participants the skills to be able to:

- Use a variety of management tools to develop a strategic plan for their firms
- Manage performance in their firm
- Understand the key components of leadership
- Understand the importance of practice culture, social awareness and emotional intelligence in the context of effective leadership and
- Lead change and improvement in their firms

## Who Should Attend


Partners, Directors, Senior Management, Managers of Financial Services Firms, including Legal, Audit, Accounting, Advisory, Consultancy, Fiduciary and others.

General Information	
<b>Date</b>	23, 24 June, 7, 8 July
<b>Duration</b>	28 Hours
<b>Location</b>	Nicosia EIMF Premises
<b>Time</b>	09:00 - 17:00
<b>Fees</b>	HRDA eligible €474, non-HRDA eligible €950
<b>Contact</b>	Tel: 2227 4470   Email: info@eimf.eu

## Trainers

The programme will be delivered by two expert trainers who have experience of the industry and its challenges. Each programme will be delivered by one trainer per day.

Fiona Stuart-Wilson	
	Fiona is Managing Director of UMD Professional and an experienced senior manager within both the public and private sectors. As a consultant she has worked with a large number of professional firms over the last 25 years, and is an experienced trainer and facilitator, specialising in strategic management and leadership. She was for eleven years Associate Editor of a major scientific journal and series editor of a management book series. She has been published widely in the professional press and appeared as a speaker at conferences in the UK, Europe, USA, Cyprus, Dubai, Hong Kong, Singapore and Korea.

Gwyn Thomas	
	Gwyn is a former senior manager and leader, Executive Coach and Leadership Learning & Development Consultant who has significant operational and strategic leadership experience. He works with senior and executive level leaders in the UK and internationally to help them identify and assess personal and professional leadership development opportunities. Taking a positive approach to the uniqueness of each person he uses practical and powerful strategies to capably lead people through a coaching process that helps them to gain a deep personal insight and understanding into what it takes to enable them to become more effective.

## The Course Outline

Day 1	Day 2
<ul style="list-style-type: none"> <li>• Introductions and welcome</li> <li>• An introduction to strategic leadership</li> <li>• An exploration of the five key areas of strategy</li> <li>• Using strategic management and scanning tools for planning               <ul style="list-style-type: none"> <li>○ Mission, vision, values</li> <li>○ Developing vision and a leader and developing prescience</li> <li>○ Objective setting</li> <li>○ Business planning/resourcing plans</li> </ul> </li> <li>• Evolution of leadership thinking</li> <li>• Leadership styles, duties, rights, responsibilities and values</li> <li>• Developing self-awareness and gaining feedback</li> </ul>	<ul style="list-style-type: none"> <li>• The cultural context</li> <li>• Managing and leading cultural change</li> <li>• Emotional intelligence and leadership</li> <li>• The use of different leadership styles</li> <li>• Coaching v Mentoring and their role in leadership</li> <li>• Gaining feedback</li> <li>• Developing leadership ability</li> <li>• Professional service firm strategies: practice segmentation; aligning the firm's practices, people and resources</li> </ul>
Day 3	Day 4
<ul style="list-style-type: none"> <li>• Introductions and welcome</li> <li>• Defining performance in the firm and developing KPIs</li> <li>• The importance of professional performance review</li> <li>• Current thinking in performance review</li> <li>• Designing an appropriate performance review system for your firm</li> <li>• Leadership styles, duties, rights, responsibilities and values</li> <li>• Developing self-awareness and gaining feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Managing quality– moving beyond compliance to gain competitive edge</li> <li>• Understand the relevance of Porter and Heskett</li> <li>• Managing and leading change</li> <li>• Kotter's change process and the Greiner curve – advantages and drawbacks</li> <li>• Business development: the prerequisites for successful cross-selling</li> <li>• Defining and implementing quality improvement</li> <li>• Action planning and action learning</li> </ul>